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CBS Hollywood Broadcasts Date Back Eight Years

Columbia Broadcasting System's history in Hollywood dates from 1930, when one weekly broadcast, "California Melodies," spread news of filmland throughout the nation.

Today, more than a score of radio's outstanding transcontinental broadcasts, plus a larger number of major network productions aired throughout the 11 western states, originate weekly from KNX.

Columbia's history in Southern California started some 10 years ago when its affiliated Los Angeles station was KHJ. As each passing year marked an increase in the importance of Hollywood as an origination point for major network shows, the necessity for separate headquarters, owned and operated by CBS here, soon became obvious.

Early in 1936, CBS executives announced the purchase of Station KNX in Hollywood, and on Dec. 31 of the same year, Columbia officially severed its prior connections. The Hollywood outlet became the permanent Columbia station in Southern California.

Engineer Middlebrooks' Own Story About New Transmitter

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a lacing of rods 1 1/2 inches in diameter on each face. The mast is guyed with a set of three guys at each of two points, the lower set of guys being attached at a point approximately 195 feet above the base and the upper set of guys at approximately 171 feet above these.

This leaves approximately 124 feet of mast free standing above the upper guys. The base of the mast rests on a large porcelain insulator that has a ball and socket joint at its mid point. The base of the insulator rests on a reinforced concrete pier that extends down into the ground to good foundation.

Why Mast Is Flexible

The guys are flexible, high strength, steel cables interrupted at intervals with compression type porcelain insulators. The upper and lower guys come together at and are made fast to three reinforced concrete anchorages spaced equidistant about the base of the mast and 350 feet from it. These anchorages were poured in place in the dense clayey sand earth stratum so that the stratum will act as a diaphragm to keep the horizontal relationship of the anchorages constant.

Earth vibrations imparted to a flexible structure like the mast, are entirely different in effect from the same vibrations imparted to a rigid structure like the building, and therefore the structural treatment is not the same.

The building was made rigid to resist the earth forces, but the mast, inherently, is so flexible that dampening effects must be used to prevent amplification of motion due to impressed vibrations synchronizing with the natural periods of vibration.

Earth vibrations transmitted through the guy cables are considerably dampened due to the flexibility and sag of the cables. Vibrations transmitted through the base may set up vibrations in the lower section of the mast. To offset this tendency the guy points on the mast are so located that the natural periods of vibration of the sections are different.

Safe In Hurricane

This sets up a condition where, if an impressed vibration happens to synchronize with the natural period of vibration of a section, the next adjacent sec-

tion will be out of resonance with it and will have a dampening effect.

The mast was designed to withstand a wind velocity of 120 miles per hour.

The law requires that radio masts be lighted at night so that they do not become hazards to air travel. Accordingly a flashing beacon light is placed on top of the mast and lights are at each guy point and at each anchorage point.

World's Most Efficient

The mast is the radio antenna and therefore lighting wires on the mast can have no physical connection with ordinary lighting wires on the ground. To overcome this difficulty two loops of wire, one loop running through the other like two links of a chain but not touching, were placed in the lighting circuit at the base of the mast to form an air core transformer. In this way lighting current is supplied to the mast by induction.

CBS radio engineers have achieved startling accomplishments in this transmitter. It is the most efficient station in the world. Distortion has been reduced to a point far below the ability of the most delicate human ear to detect and the tonal range reaches below and above human perception.

Radio Nerve Center Exposed to Public View in Hollywood

Brilliantly lighted behind sound-proofed, shadowless, double-glass windows 20 feet long, the Hollywood nerve center of the Columbia Broadcasting System is exposed to public view in the foyer of the new \$2,000,000 Columbia Square studio building in Hollywood.

This nerve center is technically known as "Master Control." All programs originating in the CBS Hollywood studios are transmitted directly to Master Control and then routed over telephone lines to the KNX transmitter in Torrance and the various other stations of the coast-to-coast Columbia Network.

ALL DINE AT ONCE

If the Civic Auditorium had been available to residents here in 1920, the whole thousand of them could have dined there at once.

Factory Frolic in October to be City-Wide

If the amount of time spent in meetings, drafting plans and contacting the various organizations in the city indicates anything—and it usually is productive of a high type of project—then the first annual Torrance Factory Frolic, dated for Oct. 28, 29 and 30, will be a community event of major interest.

Early in July the Torrance Coordinating Council announced it had conceived the idea of a Factory Frolic wherein all residents of the city and all workers employed in local industries could participate in a city-wide entertainment program for the primary purpose of engendering more community loyalty among all residents.

A secondary object of the Frolic, according to President John E. Miller of the sponsoring Council, is to "attract attention to the many residential and cultural advantages of our city."

All organized groups in the city have been invited to participate in the Frolic's staging and most of them have told the Coordinating Council that they intend to participate.



JOHN E. MILLER . . . proprietor of the M & M Trucking & Cement Company, and general chairman of the Torrance Factory Frolic, October 28, 29, 30.

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